



U.S. Department of Energy  
Energy Efficiency and Renewable Energy

# Education

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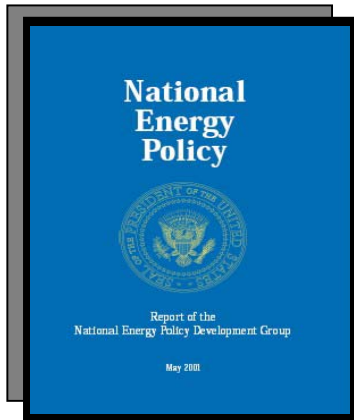
Energy Efficiency and Renewable Energy

Hydrogen, Fuel Cells, and Infrastructure Technologies  
Program

FORS 5G-064

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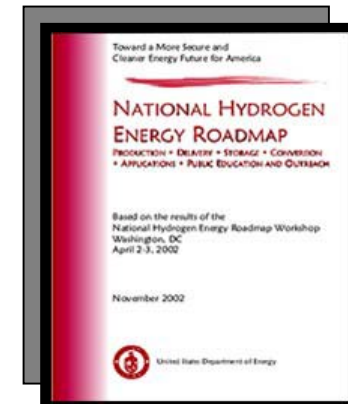


*“The NEPD Group recommends that the President direct the Secretary of Energy to develop next-generation technology – including hydrogen...  
- Develop an education campaign that communicates the benefits of alternative forms of energy, including hydrogen...”*

*– National Energy Policy, May 2001*

*“Educating consumers, industry leaders, and public policy makers about the benefits of hydrogen is critical to achieving the Vision.”*

*– National Hydrogen Energy Roadmap, November 2002*





# Challenge

“To talk about the ‘hydrogen economy’ is to talk about a world that is fundamentally different from the one we know now.”

- Secretary Abraham, National Hydrogen Energy Roadmap

That the hydrogen economy is a revolutionary change from the world we know today *is* the fundamental challenge to the education activity

- People are naturally resistant to change
- Perceptions about the safety of hydrogen use compound the resistance to change



- Lack of awareness
- Lack of demonstrations or examples of real-world use
- Institutional barriers and access to audiences
- Regional differences



# Accomplishments

- Available materials: fact sheets; Fuel Cells Green Power, Fuel Cells The Energy Revolution, teacher's guide; Hydrogen 2000 videos
- Education workshop, December 2002
- Launched new program web site, January 2003
- Drafted long-range plan for education



## Key Target Audiences

- Teachers and students
- State and local governments
- Safety and code officials
- Large-scale end-users
- Public

## Priority Activities

- **Information Management** – development and effective dissemination of educational materials
- **Educational Activities** – training programs focused on the education needs of key target audiences
- **Coalitions and Partnerships** – coordination with national, state, and local partners to extend the reach and increase the effectiveness of education activities



## Key Activity – Education and Cross-cutting Analysis

- FY03 enacted: \$2.0M
- FY04 request: \$5.8M



# Major Milestones

- Establish educational materials library and information clearinghouse/distribution system to serve the immediate needs of multiple audiences, 4Q, 2004
- Conduct public perception analysis and publish report, 4Q, 2004
- Publish codes and standards database (in conjunction with Safety, Codes and Standards program), 3Q, 2005
- Publish safety training materials (in conjunction with Safety, Codes and Standards program), 3Q, 2005
- Launch coordinated materials development and teacher training/professional development program for secondary school teachers, 3Q, 2005





- Continue to expand web site and educational materials library to serve the needs of multiple audiences
- Work with partners to engage teachers at all levels
- Foster relationships with existing DOE community-based programs to build state and local partnerships that extend the reach of education activities
- Create education review panel to provide continuous feedback and facilitate coordination among “national level” partners
- Build education activities around technology validation projects
- Evaluate public perceptions of hydrogen technology and plan public education campaign